



# HEALTHY LIFESTYLES

## Healthy Fundraising for PTAs

PTA and fundraising go together like peanut butter and jelly (on whole wheat bread!), especially if the money raised goes for programs that foster student success in a thoughtful, consistent, and healthy way.

The right fundraiser can support excellent programs, build bridges to the local community, engage families in a relevant and exciting mission, AND foster a healthier environment. The fundraising function of a PTA is truly an opportunity to shine, to lead, and to inspire. And it takes just as much effort to raise money selling cookie dough as it does selling fruit, herbs, or cookbooks. The benefits of healthy fundraisers include:

### **Sending a Consistent Message**

Rather than contradicting the healthy lessons we teach our children both at home and in school, a healthy fundraiser supports that message.

### **Leading From the Front**

The power of leading by example is unmatched, and choosing a healthy way to raise funds is an excellent opportunity to take that leadership role in a positive and forward-thinking manner.

### **Being the Change**

The evidence for the connection between learning and good nutrition, between health and success, grows stronger everyday. But changing unhealthy habits and unhealthy culture is hard.

### **This is one way to be the change!**

### **DID YOU KNOW?**

**By adolescence, 33% of Texas youth are overweight or obese.**

[The State of Obesity](#)

**Only 27% of Texas children get the recommended amount of daily physical activity.**

[Centers for Disease Control and Prevention](#)

#### **Non-Food Fundraisers**

- Water bottles / spirit wear
- Store reward programs
- Game nights
- Auctions (live, silent, online)
- Plants, seeds, flowers
- Magazine subscriptions
- Recycling (printer cartridges, cans, paper)
- Greeting cards, stationary

#### **Healthy Food Fundraisers**

- Fruit
- Healthy cookbooks
- Smoothies
- Spices
- Nuts and trail mix
- Herb garden kits
- Healthy vending machines

#### **Active Fundraisers**

- Fun walks or runs
- Walk-a-thons, bike-a-thons, skate-a-thons, bowl-a-thons
- School dances
- Family obstacle course
- Golf or tennis tournaments
- Teacher-student competitions (volleyball, softball, frisbee)

# Basic Duties of a Healthy Lifestyles Chair

1. Build relationships with PE department, administration, and coordinated school health providers.
2. Know your school/district and offer programs to address areas of need, or connect with community health providers who do.
3. Know your school district's Wellness Policy (available online).
4. Participate in the district SHAC (School Health Advisory Council) meetings, as provided for by that committee.
5. Local Healthy Lifestyles Chairs may serve on Campus Improvement Committees (SITE-based), as invited by the local campus administration.
6. Get started with the [BASICS Healthy Lifestyles Resource Guide](#).

**Questions? Comments?**  
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